THE

REVIEW

Vol. XXXV—No. 16

March 27, 1941

You Can't Afford *to Miss This! ---*

THE FINEST VACATION YOU EVER KNEW IS YOURS

Nobody to Beat But Yourself!

"HERE TODAY – GONE TOMORROW"

That is the title of the TRAVELERS INSURANCE COMPANY'S new book of street and highway accident data.

Through the courtesy of Mr. Harry Barsantee, supervisor of The Travelers News Bureau, we are able to send you with the compliments of Travelers Insurance Company, a copy of this very comprehensive book (see enclosed).

In this book you will find much valuable data for use in your job of selling Gerlach-Barklow Safety Campaigns for school and industrial distribution.

You may find it difficult to believe that a hundred souls go out to meet their Maker every day in the year, due to carelessness and ignorance on the part of auto drivers and that 1,500 persons are critically injured every day.

But read Mr. Barsantee's "Annual Report" on page 1 of this new book and tell your story to the next likely prospect.

The REVIEW
Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, MARCH 27, 1941 No. 16

ENTHUSIASM

It is a force—a power—a fire
Shining through life's fog
To blaze a path—to burn away
Obstacles that clog!

It warms, excites endeavor
It energizes mind
To concentrate—to penetrate—
To reach the goal designed!

It sheds around its cheerfulness—
Brightens with its touch
Attracts success, deserving it—
Wins by giving much.

Three down and nine to go. Next Tuesday we enter April; we are marching along together in the 1941 Parade of Business.

The biggest incentive in this or any other business is what you can do to help market your company's products; what you can do to help business men advertise and sell their goods and services. In doing those things you help yourself to become an efficient, happy, successful executive.

My ambition is further being realized this year in seeing you sell more Direct Advertising. So keep up the pressure on Blotters, Mailing Cards, House Organs and Post Cards. CALENDAR ADVERTISING ON THE INSTALLMENT PLAN—that's Gerlach-Barklow Direct Advertising. It is monthly advertising, offering your customers 12 calendar subjects. 12 opportunities to reach buyers, 12 mailings that win good will and get business. Gerlach-Barklow Direct Advertising is calendar advertising — MAILED ONCE A MONTH — PAID FOR BY THE MONTH. This is quality direct advertising on the installment plan. It budgets the cost — and it builds up effectiveness through consistent repetition. IT HELPS THE SMALL BUSINESS MAN and THE BIG BUSINESS MAN. SELL THIS TIMELY ADVERTISING ON THE INSTALLMENT PLAN. Make it help you win the fishing trip.

I know you all join me in saying "thanks a million" to King Gerlach for fixing up such fine boxes of fruit. I was jealous of you Quota Busters so I ordered a box for myself. It's nectar for the gods.

With the wonderful job you have done the first three months of the year, we are thrilled, inspired and confident that you will keep up the good work and that this is the year you are going to have increased volume and earnings.

LET'S GO! To write an ace-high volume in April. ENTHUSIASM WILL HELP YOU TO WIN THAT FISHING TRIP!

T. Mackeen.

DEAR BERT:

Thanks for your letter of March 11th enclosing prize check for the extra Victory Weeks.

If I do not win again in the fishing contest I'll be the most disappointed creature in this old world of ours. In all my life I cannot recall having spent a more enjoyable week than I did in Joliet and Wisconsin last July. I have traveled north, south, east and west, and passed many pleasant days on the high seas—but that WEEK in the North Woods was just the most perfect six days I can remember. The fishing trip is well worth putting forth a little extra effort to win, and you know that I am going to try for a return trip.

My object in writing this letter is that there may be other salesmen who now feel the same as I felt before winning in last year's contest,—"there's nothing to that trip but a lot of 'shop' talk and salesman's chatter, gab, gab, gab." Well, those who are gullible enough to believe this trip is entirely business and no pleasure can take it from me that they have my best wishes for remaining a damn fool. There is nothing further to be said.

Tell Mac and Jim that I will do my best to win.

Sincerely,

RYAN S. PERRY.

"APPRECIATION TO CUSTOMERS"

Be sure to read Ryan Perry's opinion of the trip to Joliet and the North Woods in July. It's one thing to imagine what a trip like that means—it's still another thing to experience it. Ryan thinks there may be others who feel as he did about the four previous Summer Vacation Contests, and if so, they should change their minds at once. The first week of the contest ending last Saturday night Ryan had checked up 18 orders for over $1000. That's tangible evidence of the seriousness of his letter.

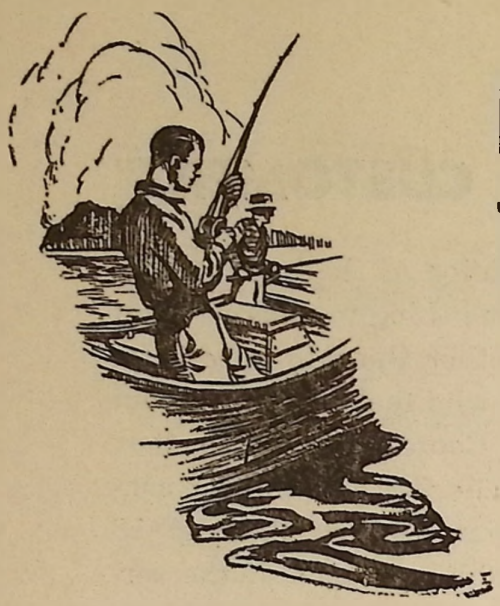
There's a way for every man to win. Enclosed in this REVIEW are some actual samples of the new "Bright Bouquets" floral series post cards. You can sell five or six orders of post cards each week during this contest.

The copy showing Al Baskin's copy has helped to sell hundreds of orders recently and have nearly all been the means of creating new customers. This copy shows "appreciation to customers." "Appreciation to customers" is or should be first consideration of any business man who plans to grow.

Next in importance is to "invite patronage." The Thomas J. Van Dyke copy cleverly invites patronage by thanking prospects for their recent interview.

There are many good customers to be created during this Summer Vacation Contest just by concentration and specialization for an hour or two each day on POST CARDS.

James R. Talcott



FIT YOURSELF INTO THIS PICTURE

YOU can win a fishing trip this summer! The terms of the 1941 Fishing Contest fit everybody. You compete only against yourself.

During the 10 weeks from March 17 to May 24, you must sell—

40 Orders Totaling $4,000

. . . or . . .

50 Orders Totaling $3,500

. . . or . . .

60 Orders Totaling $3,000

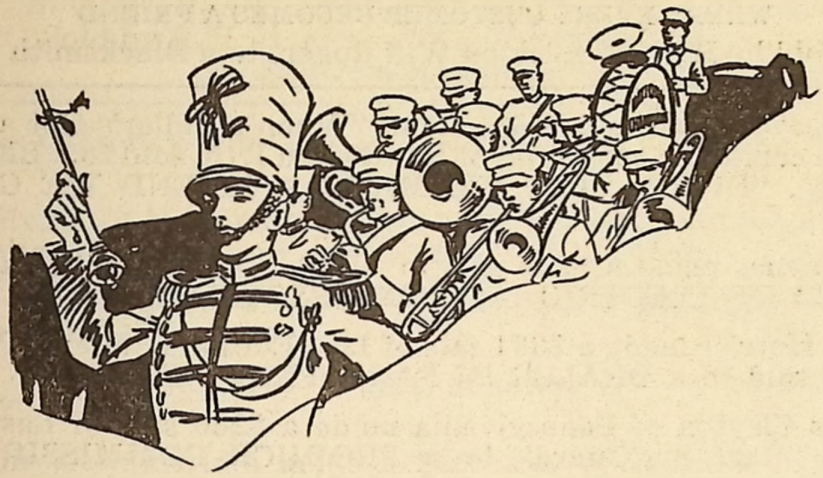
. . . or . . .

70 Orders Totaling $2,500

Large commercial specials do not count. All orders must be complete and ready for manufacture.

Write your own ticket to the Great North Woods. Aim for business every day, and you are on the road to success. Remember, of course, that the fishing trip is a sort of bonus for good work. The more you sell, the more you earn anyhow!

NOBODY TO BEAT BUT YOURSELF!



IT'S FORWARD MARCH FOR THE GREATEST VACATION EVER!

A Big Band of Happy Warriors Swings Into Line for the North-Woods Vacation Trip, and Again We Say "BUSINESS IS GOOD!"

Leading the Gerlach-Barklow band this week we find A. W. Thurn of Wisconsin with $1766 in four orders.

Mr. Thurn's first is a $1,200 sale of Paragon, sold to a MANUFACTURER OF BRIDGES AND CULVERTS, a satisfied old customer.

Number two is a $425 sale of Humidity Guide and Thermometers sold to a LOAN COMPANY.

THERE'S SUNSHINE IN FLOWERS—SAY IT WITH OURS
Sold by E. E. Callaway on "Springtime" to a Florist

Three is a $101 sale of "My Bonnie Lies Over the Ocean" to a BEVERAGE BOTTLER who advertises "ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER."

Four is a sale of Will Rogers billboards to a HOTEL that uses this means of advertising "ALWAYS FRIENDLY AND DEPENDABLE."

O. O. Noell of Kansas makes a $900 sale of "Dearest Spot on Earth" to a MUTUAL FIRE INSURANCE COMPANY.

OUR SERVICE IS AT YOUR SERVICE
Sold by Alan J. Kidd on "Scenes of My Childhood" to a Bank

WHERE EVERY CUSTOMER BECOMES A FRIEND
Sold by H. R. Messick on Will Rogers to a Blacksmith

John S. Petko makes a $465 sale of "When a Feller's Got a Friend" a complete campaign consisting of R4, R9 and R15, sold to a BREWERY to advertise, "EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE."

Sam Haynes made a $345 sale of "Hello Everybody" to a MANUFACTURER OF ELECTRIC LIGHTING SYSTEMS.

Albert Morrier made a $331 sale of Last Edition hangers, "Welcome Stranger," sold to a DEALER IN FARM PRODUCTS.

Charles Clayton of Pennsylvania made a $266 sale of Last Edition calendars, "Rags on Guard" to a PRODUCE COMMISSION MERCHANT.

Harry Etter of California made a $209 sale of Last Edition rolls "Lucky Dog" to a HARDWARE DEALER.

E. E. Meyer of Pennsylvania creates a good new account with a $281 sale of "As Others See Us" to a BREWERY.

Randolph Lipford of Virginia sold "Hold Everything" to a DAIRY, an old customer, for $215.

PUTTING SUNSHINE INTO LIFE WITH THE NEW YORK LIFE
Sold by E. A. Gilmore on Bride's Cook Book to an Insurance Agent

Jack Saunders of Michigan made a $200 sale of "Off to the Meeting Point" to a DEALER IN COAL AND BUILDERS' SUPPLIES, and a $302 sale of the same subject in billboards and hangers to a LUMBER DEALER.

Fred Bell of Michigan sold Memorial Records to a FUNERAL DIRECTOR, a new customer, for $185.

P. H. Keboch of Pennsylvania sold "Joy of Living" to a TAXIDERMIST for $168.

Perc Earl made a $152 sale of "Rainbow Fishing Fleet" to a MANUFACTURING CORPORATION.

Jim Hartman sold Memorial Record Booklets to a FUNERAL DIRECTOR for $113.

Ryan S. Perry sold "Springtime" in billboards and deluxe calendars to an OIL DEALER for $135.

Isidor Siegel sold Last Edition roll calendars, "Welcome Stranger" to an AUTOMOBILE DEALER, a new customer, for $139.

Miss Katherine Melcher sold a complete Will Rogers campaign to a STATE BANK for $540.

DO JUSTICE TO ALL AND NEVER FORGET THAT WE ARE AMERICANS
Sold by Cliff Higgins on "Priceless Heritage" to a Bank

SUCCESS MEANS DOING BEST WHAT OTHERS DO WELL
Sold by E. V. Harris on "Kiddies Inc." Blotters to a Mattress Manufacturer

The outstanding copy line is A NAME THAT GROWS WITH THE YEARS."

Lou Byrne of New York made a $167 sale of Last Edition billboards, "The Children's Hour" to a FUNERAL DIRECTOR.

Bert Stiff sold No. 900 Pencils to a FUNERAL DIRECTOR, a new customer, for $116.

Mrs. A. C. Jahl sold "Spirit of America" to an INSURANCE AGENCY for $122.

Charlie Chamberlain made a $135 sale of Holiday Greetings and Calendars to a NATIONAL BANK.

Art Vores sold "Off to the Meeting Point" to a COAL DEALER for $110.

H. J. Friedl of North Dakota makes a $165 sale of Pencils to a FRATERNAL INSURANCE ORGANIZATION.

Isidor Siegel made a $156 sale of Will Rogers calendars to a CLEANER.

Sam Raborn sold "Priceless Heritage" to a DAIRY, a new customer, for $150 with copy as follows—"FOR GOOD HEALTH DRINK SAFE MILK—PASTEURIZED FOR YOUR PROTECTION."

BY OUR NAME WE ARE KNOWN—
BY OUR REPUTATION WE HAVE GROWN
Sold by Albert Morrier on "Our America" to a Painter

B. A. Day of Connecticut makes a $218 sale of "The Guiding Hand" in the S263 Engagement and Reminder Book, sold to a TEXTILE MANUFACTURER.

Bert Stiff makes the column twice for a volume of nearly $300. His first is a $150 sale of Knives to a HOTEL, a new customer. His second is a $125 sale of Will Rogers campaign to an INSURANCE AGENCY.

Joe Henderson of Alabama sold "Home of Heart's Content" in last edition billboards to a MEMORIAL DEALER for $117.

Walter Olson made a $133 sale of Business Calendars P242 to a DEALER IN SAND AND BUILDER'S SUPPLIES.

Jim Hartman sold "Here Peace and Happiness Abide" in S-257H to a FUNERAL DIRECTOR for $120.

H. D. Evans of New York sold "Here Peace and Happiness Abide" to a MANUFACTURER OF INSULATING AND ROOFING MATERIALS—a new customer—for $101.

A TON OF OUR COAL AND YOU'LL ORDER MORE
Sold by Ben Bercovit on "Rah, Rah, Rah!" to a Coal Dealer

SUPPLYING SURE INSURANCE FOR 19 YEARS
Sold by Mrs. A. C. Jahl on "Spirit of America" to an Insurance Agency

Art Vores sold Holiday Greeting No. 4262 "Cotswold Hounds" and the same subject in R2 to a LUMBER DEALER for $135.

John Gilbert of South Carolina made a $110 sale of Etchcraft Fans, "Riverside Drive Church" to a FUNERAL HOME.

R. S. Foster of Oklahoma made a $130 sale of Will Rogers billboards and deluxe calendars to a FUNERAL HOME, a new customer.

G. W. Hawkins sold Paragon to a MANUFACTURER OF INDUSTRIAL METAL PRODUCTS for $115.

George R. Long sells "Springtime" to a NATIONAL BANK for $100.

Guy Dean makes a $100 sale of "My Blue Heaven" to a LUMBER DEALER.

A. McWilliams of Virginia sold 400 art mount calendars to a FUNERAL HOME to say "OUR AIM IS TO BE WORTHY OF YOUR FRIENDSHIP."

Clifford Higgins sold "Scenes of My Childhood" to a NATIONAL BANK.

THE WELL SERVICED CAR IS THE SAFE CAR
Sold by George Wilkins on "Kiddies Inc." to a Service Station

B. W. Alexander sold "Etta Moten" to a FUNERAL DIRECTOR.

A. A. Muldrew sold 1,000 No. 300 Metal Calendars to a JEWELER.

Craig Sohn of Ohio makes the column twice for over $450. His first is a $306 sale of "Scenes of My Childhood"—a complete campaign of billboards, hangers and deluxe calendars—sold to a BUILDERS' SUPPLY DEALER who advises folks to "BUILD FOR BEAUTY AND PERMANENCE."

Mr. Sohn's second is a $151 sale of "Silver Dawn" to a LUMBER AND BOX DEALER AND MANUFACTURER.

Charles Clayton sells "Steady" to a BOOK BINDERY.

George Corrigan sells "Autumn Rhapsody" in R2 to a BANK to advertise "THE BANK OF FRIENDLY SERVICE."

Guy Dean sold Religious Calendars to a GROCER.

W. F. Dunlap sold Religious Calendars to a DEALER IN GRAIN, AND FARM SUPPLIES.

A. S. Hartman sold "Come Back Here" in billboards and hangers to a WINDOW SHADE MANUFACTURER to advertise "THE BEST FOR LESS."

MAKE OUR BANK YOUR BANK
Sold by E. V. Harris on "Steady" to a State Bank

ONCE YOU TRY IT, YOU'LL ALWAYS BUY IT
Sold by R. S. Perry on Metal Calendars to a Coal Dealer

G. W. Hawkins sold "Scenes of My Childhood" to a STATE BANK to tell the public "SAFE BANKING SINCE 1905."

Sam Haynes sold Bluebird Calendars to a BEVERAGE BOTTLER to say "BLUEBIRDS FOR HAPPINESS — MISSION ORANGE FOR HEALTH ENJOYMENT."

Joe Henderson sold "Springtime" in billboards and art mounts to an AUTO SALES AND SERVICE.

Bill Ehlinger sold "Spirit of America" to a LAUNDRY.

Warren Eggleston sold "My Bonnie Lies Over the Ocean" in Holiday Greeting No. 4260 to a FUNERAL HOME.

H. A. Gorsuch sold 300 "Scenes of My Childhood" in S-257H-A to a COLD STORAGE LOCKER PLANT.

The cold storage locker idea is becoming more and more popular every day. Don't forget to contact these plants.

J. B. Kasper sold "Spirit of America" in billboards and hangers to a STATE BANK to advertise "THE BANK OF SERVICE."

George W. Ballard sold 100 last edition billboards, "Family of Champions" in R2 to a FUNERAL DIRECTOR.

Ben Bercovit sold "Rah, Rah, Rah!" in billboards and deluxe calendars to a COAL DEALER, to say "A TON OF OUR COAL AND YOU'LL ORDER MORE."

IT'S THE FRIENDS WE MAKE WHO MAKE US
Sold by Fred Stevenson on "Peekaboo" to a Cleaner

A. S. Hartman sold "Silver Dawn" to a DAIRY to say to the public—"WE LIKE TO CONSIDER OUR CUSTOMERS AS FRIENDS, AND WE LIKE TO THINK OUR CUSTOMERS CONSIDER US AS THEIR FRIENDS."

C. L. Lewellen sold 100 Bluebird billboards to a FUNERAL HOME.

Francis Leckberg sold 750 "Rainbow Fishing Fleet" in S-246 to a FURNITURE DEALER to advertise "BETTER FURNITURE SINCE 1890."

A. McWilliams sold "I See by the Papers" in art mounts and hangers to a TIRE RECAP CONCERN to advertise "HAWKINSON TREADS ADD MILES OF SERVICE AND SMILES OF SATISFACTION."

O. O. Noell sold "Rainbow Fishing Fleet" and "My Blue Heaven" to a CAFE.

WHERE YOU GET THE MOST OF THE BEST FOR THE LEAST
Sold by S. E. Adams on "Spirit of America" to a
Grain and Coal Dealer

IT HASN'T BOTHERED PERC EARL

It has been my good fortune to know P. C. Earl a great many years. In fact, if my memory is correct, about a quarter of a century. That's quite a long while in any man's lifetime. Of course for this reason if for no other I would have been glad to see Perc Earl win the "Early Bird's" contest.

But, entirely aside from personal reasons, I was glad to see Earl come out on top in this particular event. His victory proved that this war business is NOT going to seriously disrupt the sale of Gerlach-Barklow advertising service.

Earl, as you know, works in New York City and if what I hear is correct that big town is more war conscious than any community in the United States with the exception of Washington, D. C. I haven't been to New York since World War II broke out, but I was there when the first World War blazed forth and I know what it was like then. Also I have several business friends who make frequent trips to the metropolis, and when they return it takes them several days to reaccustom themselves to the peace and calm of the middle-west. Furthermore, I have relatives living in New York City and when I read their letters I have to pinch myself to realize that it is London, and not New York, which is being bombed almost nightly.

Now I am glad that the people of New York and the eastern seaboard are awake to the menace across the sea. It is a most fortunate thing for the rest of the country that they are and have been. I used to do a good deal of worrying about the that most of America was sound and I still fear that it will take a to make the interior of this country that World War II isn't just a strip. Therefore, from the very bo my heart I thank New York and the for supplying an antidote for the with which we of the Middle-We daily dosed by the self-proclaimed Greatest Newspaper."

But, after all, if we're going Britain to the tune of $7,000,000, and also build defenses for ourselves the rest of the western hemisphere ing to take money. Secretary Morg has said that he expects to finance cent of the defense program by increased taxation. He also expects the next month or so to ask the A public to buy war securities, rangi 10 cents stamps to thousand dolla

Fine—if that has to be done, it be done. But how are business ho individuals going to pay heavy ta buy large amounts of governmen ties unless they do a large— LARGE—volume of business? A are they going to do a very large about 90 per cent of which must mestic business, if they don't step advertising?

One of the difficulties in financi by orthodox methods lies in the fa war brings diminishing returns to business while—at the same time poses a constantly expanding outg form of taxes and other war expens is one of the big reasons why Britain began to run short of cash. The usual sources of income—internal taxes and foreign trade balances—had become pretty well exhausted.

Now I am not afraid of the financial ability of the United States to weather whatever storms lie ahead. At the very worst every nation on earth will have to go bankrupt before we do. In fact, most of them are technically bankrupt NOW, and will be completely so the very minute international trade is resumed. That is one reason—a very tragic reason—why they must go on fighting. They can't let go.

The real danger we face in this country is that we will get the idea that the WHOLE COUNTRY must be placed on a war footing. In other words, we'll begin to imagine that ALL of our efforts must be expended in the production of war goods. Therefore, if we are not careful, we will dry up the sources of our national income. Even in World War I when we were a debtor nation we came close to making that mistake. But that was an entirely different story. Today we are a creditor nation and we dare not—MUST NOT—forget it. Therefore, if our Government is financially wise it will encourage business and advertising in EVERY WAY WITHIN ITS POWER. If it doesn't, I feel sorry for Mr. Morgenthau. He will have the biggest headache from which any secretary of the Treasury has ever suffered.

By all means we must speed-up our production of war supplies. We must, as Mr. Knudsen has told us, increase production by at least 60 per cent. In fact, if the war lasts, we shall probably have to double it. But, so far as raw materials will permit, we must also STEP-UP THE PRODUCTION OF NON-WAR GOODS. For, never let it be forgotten, it is the manufacture and sale of NON-WAR goods that must very largely finance our whole defense program.

It is because it is vitally important for business men to see this, realize it, and act upon it, that I was so glad to have Perc Earl win the "Early Birds" contest. For if Earl—selling in war-conscious New York City—could pile up enough business to win this contest, it is pretty good proof that the business men of America are not going to lose their heads.

The most patriotic thing that any of us can do RIGHT NOW is to sell advertising, for — by keeping money turning over through sales—we can, with our present payrolls, very greatly increase our national income. And, believe us, it must be VASTLY INCREASED if we are to pay the Piper.

Perc Earl has given us a great example of selling in the face of war conditions. If he can sell in NEW YORK, we can certainly sell in the other sections of this country. Thanks, Perc, for the inspiration you have given us, and the pace you have set. We'll follow your lead!

Jewett E. Picker

YOUR BUSINESS IS INVITED AND WILL BE APPRECIATED
Sold by D. G. Waite on "Spirit of America" to a Jeweler

Jack Saunders sold "Hold Everything" to a DEALER IN COAL AND BRICKS.

Lynn Walker sold "Family of Champions" in indoor billboards to advertise "TWENTY-FOUR HOUR AMBULANCE SERVICE."

Ben Bercovit sold "Be Sure You Are Right" a complete Safety Campaign, to a TRUCKING AND SUPPLY COMPANY—a new customer.

H. D. Evans sold "Spanky Safety Patrol" to a HUDSON DEALER, a new customer.

G. B. Falls sold 600 "Scenes of My Childhood" in HG4243 to an INSURANCE SERVICE.

Ryan S. Perry sold "Joy of Living" and "Peekaboo" to a COAL DEALER.

Mr. Perry also made a $100 sale of last edition billboards to a MERCANTILE CONCERN.

L. R. Shepard sold last edition billboards, "The Children's Hour" to a DEALER IN ELECTRIC APPLIANCES AND FURNITURE—new customer.

Mr. Shepard also sold "Rainbow Fishing Fleet" in HG4261 to a DEALER IN DAIRY PRODUCTS.

WE APPRECIATE YOUR PATRONAGE ALWAYS
Sold by Ben Bercovit on "Puppy Love" to a Dairy

J. W. Hatch sold "Peekaboo" in billboards and hangers to an AUTOMOBILE SALES AND SERVICE CONCERN.

W. A. Scheafer sold 300 last edition hangers, "Home of Heart's Content to a HATCHERY.

F. L. Zimmerman sold 5000 FD224 Acknowledgment Cards to a FUNERAL DIRECTOR.

E. V. Harris sold "I See by the Papers" and "Clipper Ship Surprise" to a MATTRESS MANUFACTURER. Here's the copy—"SLEEP ON SLUMBERNEST AND ENJOY THE MILLION DOLLAR SLEEP."

Mr. Harris also sold "Sunrise" and "Steady" to a STATE BANK with copy advising the public to "MAKE OUR BANK YOUR BANK," and advertises 38 YEARS OF SUCCESSFUL SERVICE TO OUR COMMUNITY."

E. H. Gerrish sells "Spirit of America" to a DAIRY.

Ben Bercovit appears once more with a sale of 500 Dairy Calendars, "A Long Life and a Healthy One" to a DAIRY—a new customer.

EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE
Sold by H. R. Messick on Will Rogers to a Garage

BEST FOR BABY — BEST FOR YOU
Sold by H. R. Messick on "Puppy Love" to a Dairy

Albert J. Morrier sells "Proud Mothers" to a DEALER IN CATTLE AND HORSES.

L. R. Shepard appears again with a sale of "My Bonnie Lies Over the Ocean" in S-257-H, sold to a LAUNDRY

B. L. Beall sells 250 last edition hangers, "Ready for a Canter," sold to a LEATHER AND SHOE MACHINERY DEALER.

S. E. Adams sold "Spirit of America" in billboards and hangers to a COAL DEALER to advertise "THE MOST OF THE BEST FOR THE LEAST."

W. F. Dunlap made a sale of 100 indoor billboards, "My Blue Heaven" to a DEALER IN PEANUT PRODUCTS.

D. J. Dempsey sells "Hello Everybody" to a BLUEPRINT SHOP, a new customer.

Alan J. Kidd made a 1000 sale of Religious Ger-Bars to a FUNERAL HOME.

Walt Dobbing sold "Autumn Rhapsody" to a TEXTILE MANUFACTURER, a new customer.

George Corrigan sells "Be Sure You Are Right" in billboards and hangers to a CHEVROLET DEALER, a new customer.

Ralph Bond sold "The Captain" in last edition billboards and hangers to a NATIONAL BANK.

Marvin Mitchell sold 100 last edition billboard calendars, "Girl of the Golden West" to a DEALER IN GRAIN AND FERTILIZER.

A. C. McGlinn sold "Their Priceless Heritage" to a HARDWARE DEALER to advertise "EVERYTHING IN HARDWARE, PLUS QUALITY AND SERVICE.

HIMELHOCH LIKES TO GO FISHING

With a weather eye on the vacation trip, Leo Himelhoch fired his opening gun in the campaign on Saint Patrick's Day and in the first five days of the Vacation Contest he scored ten times for a volume just a little short of seven hundred dollars, as follows:

MONDAY—"Freedom for All" Billboards, Household Appliance Sales; Etching Greetings, Funeral Director.

TUESDAY—Metal Desk Calendars, Cleaner and Hatter; Acknowledgment Cards, Funeral Director.

WEDNESDAY—5000 FD Cards, Funeral Director; 500 Religious Calendars, Funeral Director.

THURSDAY—Metal Desk Calendars, Insurance Agency; "Here Peace and Happiness Abide," Shell Service Station; Acknowledgment Cards, Funeral Home.

FRIDAY—Acknowledgment Cards, Funeral Director.

But you don't have to beat Himelhoch in order to win. The only guy you have to beat is your own self. Can you do it?

HERE'S HOW DIRECT-MAIL HELPS YOU TO WIN THAT FISHING TRIP!

SQA Folders—News Quiz—Mailing Cards—Blotters—Post Cards! They're getting fat orders from old and new customers! Take a tip—let direct-mail take you to the great North Woods!

FOLDERS—F. L. Zimmerman sells 7200 S-11 folders to an old customer for $272. The buyer is a fire brick manufacturer, and he has selected "Playmates" for the picture series.

BLOTTERS—J. H. Etter gets a new order from an old customer, a rousing example of "sell 'em again." This is a sizable one—for 15,000 Class X "Spirit of Youth" at $294.50. The buyer has not used blotters recently, but has been buying monthly mailing cards. The blotter order is in addition to the mailing card business!

BLOTTERS—Just to show that Mr. Etter isn't the only California go-getter who can land nice blotter orders, Amasa Hartman sells 12,000 Class X "Sailing Ships" for $245. thereby adding to his fishing trip total and giving warning that he'll be on hand to pitch ringers in the barnyard golf tournament next July.

MAILING CARDS—P. H. Keboch sells "Our America" on mailing cards to advertise a travel agency. It's a "natural," of course. The pictures show American beauty spots, and the copy says, "Let us arrange your tour." Amount, $174.

SQA-3 FOLDERS—Ryan Perry sells "Playmates" on SQA-3 to a service station, an old customer, for $171.

SQA-3 FOLDERS—A new customer, an auto supply company, is signed up by John Gilbert down in South Carolina. The order calls for "Spirit of Youth" pictures, and the total is $102.

NEWS QUIZ—George Maloney of New York sells a renewal order to a marine contracting company that has used our folders for several years. This year the customer will use "Kiddies, Inc." on his News Quiz folders.

BLOTTERS—P. H. Caldwell of Oklahoma sells home-building blotters to a roofing company for $143. This is a new customer.

BLOTTERS—Mrs. Thompson sells two different series, Class X "Bright Bouquets" and "Kiddies, Inc.," to a cleaning company for a total of $100.

BLOTTERS—Lynn Walker of North Carolina sells Class X "Kiddies, Inc." to a new customer for $67.85. The buyer is a credit service company.

SQA-3 FOLDERS—Thomas Gosten of New York sells "Sailing Ships" on quiz folders to a new customer, a personnel survey bureau, for $94.92.

BLOTTERS—"Bildcost Blueprints" get a new customer for H. W. Timothy, who sells them to a lumber company in California.

MAILING CARDS—"Bildcost Blueprints," on D-1 mailing cards, get a new customer for Bert Stiff, who sells them to a stone works for $90.

BLOTTERS—J. C. Hartman sells "Kiddies, Inc." to a market for $70.

SQA-3 FOLDERS—Fred Bell sells quiz folders with "Playmates" pictures to an old customer for $94.92.

BLOTTERS—S. C. Whalen of Pennsylvania sells two nice blotter orders to old customers. The first calls for class X "Our America." The second is for Class Y "Playmates," to be used by an auto glass company. The two orders total $137.

BLOTTERS—Art Vores sells two orders, totaling $90, both for "Brainy Bow-Wows" series.

BLOTTERS—A service station in South Dakota buys Class D mailing cards with "Kiddies, Inc." pictures to span the great open spaces. The $70 order is sold by George Wilkins.

BLOTTERS—A. H. Oschmann signs a new customer, a sash and door company, by offering "Playmates" in large blotters. Another of Mr. Oschmann's new customers order "Friendly Flowers" post cards, to advertise batteries.

NEWS QUIZ—H. D. Evans gets a new customer with News Quiz. The buyer makes flavorings. The order calls for "Playmates" prints and totals $126.

BLOTTERS—Mr. Evans also sells Class X "Brainy Bow-Wows" for $161 to an old customer.

SELL MONTHLY SERVICE, AND YOU'LL GO FISHING!

THE MOST PATRIOTIC THING ANY OF US CAN DO

Never in the history of this beautiful business of yours and ours has Opportunity knocked so insistently on our door as it does today.

In the first place, retail business in all lines is booming and this boom is rapidly being reflected in both manufacturing and jobbing business and financial institutions.

Which means that practically every business house in YOUR territory has more money with which to buy good will advertising than for the past twelve years.

Secondly, the public is advertising minded today as never before in your time and ours.

Third, Gerlach-Barklow offers the most timely mediums of any house in this business. Safety First Campaigns, Patriotic Campaigns ("Spirit of America," "All-American," "Priceless Heritage."

Fourth, Gerlach-Barklow offers the finest and most comprehensive line of Direct Mail Advertising Mediums ever seen. Thanks to Bill Ricker, you are today in a position to offer business and professional men and institutions better Direct Mail Campaigns than any heretofore offered, and your sales of these mediums is proof conclusive that business men appreciate them.

We've never said much in REVIEW about the Pencil and Knife business, but the new sample kit recently sent to the sales force even without calendars, direct-mail, Paragon and all the other good things in the line, would afford any alert salesman a good living income.

And, thanks to Jim Talcott, Herman Grotte, Fred Bell, and others who have made a study of the Funeral Director's problems, you are today the unquestioned leaders in this field.

We haven't even mentioned our strong line of Indoor Billboards, Utility Calendars and Baby and Bride Booklets because they speak volumes for themselves.

Be sure to read what Jim Talcott says about the Post Card samples enclosed with this issue of REVIEW.

And don't miss Jewett Ricker's letter—especially that paragraph where he says "THE MOST PATRIOTIC THING THAT ANY OF US CAN DO IS TO SELL ADVERTISING."

IN APPRECIATION OF THE FRUIT

L. B. NOBLES SAYS—

"My wife and Betty and I each ate a nice big juicy orange this morning. The expressman brought us a box from Florida—a box of pure gold that compares favorably with the Gerlach-Barklow Line. Of course we expected it to be good, coming from Gerlach-Barklow and like everything G.-B. does, it is even better than we were expecting. I don't see how you do it, but that's why your sales are better year after year."

LYNN WALKER SAYS—

"Received my crate of fruit this afternoon—AND IS IT SWELL! Mrs. Walker, Anne Lynn and myself certainly want to thank you all for making it possible to win such a swell case of tree-ripened fruit, and hope that we will be on the list for many years to come."

T. L. DALLAS SAYS—

"The oranges came Saturday and I cannot see how they could be better. Thanks many times."

MARVIN MITCHELL SAYS—

"Found the crate of Florida gold had arrived today when I got home tonight. Looks like it is unusually fine this year, and thanks a million."

ISIDOR SIEGEL SAYS—

"Thanks for the fruit. It's always welcome and likewise is always a reminder of T. R. To me this prize means more than anything else."

E. L. VINCENT SAYS—

"I received the fruit and it's swell. I knew it would be, but it had been a long time since I was privileged to reassure myself of what I already knew."

SIDNEY HODSON SAYS—

"I received my case of Florida fruit today and it was great to open up the case and see that wonderful assortment of fruit with the green leaves from the fruit trees. I want to thank the G-B Company for this very acceptable gift, but wished today that I was down where it grew as we are having a raging blizzard here."

HAROLD RICKER SAYS—

"The oranges came and they are grand. Mrs. Ricker says the fruit is the best that anyone could buy—heavy, and full of juice. Thanks a lot."

RUDY MADDOX SAYS—

"Thanks for yours of the 12th telling me the good news and also sending me the ten spot. Thanks to you for the $15 for the Victory Weeks. Both checks will help Jeanne lots on the Easter clothes for the kids. I enjoyed it all so much, only wish I could have given you a better ten weeks. Oh yes, the 'Gold from Florida' came in yesterday and boy! oh, boy! is it good. It's nice to win—it's still nicer to work for such an organization as Gerlach-Barklow. Bring on the Spring Contest—I'm raring to go all-out for it."

G. B. FALLS SAYS—

"When I arrived home Monday evening, I found the expressman had delivered a crate of 'GOLD' from Florida, and I fell to work opening it like a kid unwrapping his toys at Xmas time. My eagerness was fully justified when my eyes feasted upon the luscious fruit. Thanks to you and all the GB organization that had any part in this splendid gift."

ED. GERRISH SAYS—

"When I got home tonight, the thrill of the year was waiting for me, 'The crate of Florida Gold.' It is the fifth year in succession that I have received this grand prize, which is well worth working for. Thanks G-B for this crate of gold. My perfect record, I'll work hard to hold."

HARRY D. EVANS SAYS—

"The crate of gold was received at the Evans' household today and I want to tell you how much we are enjoying it. It came at a very opportune time as my youngest boy has been ill the past few days with the grippe and it seemed to make him feel much better after tasting such luscious fruit. I don't mind telling you that if I don't win a case of this fruit from now on it will be just too bad for me at home. Mrs. Evans and boys join me in thanking the Gerlach family for this 'Gold.'"

CHARLES F. GORDON SAYS—

"The crate of sunshine arrived today, and what a lot of sunshine with what we in the north country are going thru just now, buried in snow waist high and a gale so bad that you can't see five feet ahead. Everything that has been said regarding this fine fruit by previous winners is all true. The wife, David, and I send our hearty thanks and we will enjoy it to the full. Of course no fruit store up in this 'frost pocket' neck of the woods ever had anything like this to sell, and I presume those Trude Lake fish are bigger and better also. All right, Bert, I'll pledge you now that I will make a supreme effort to find out this summer. Again all our thanks for the fine fruit from the finest company in the world."

A. J. MORRIER SAYS—

"Many thanks from all nine Morrier's for the most marvelous box of Florida Gold. A fellow has to see one of those boxes to really appreciate it. We never knew that citrus fruit could be so delicious —must be the very finest grown in Florida or anywhere else for that matter. It's so good it won't last long that's the only trouble. Now for the fishing trip! Have had a wonderful start this week, no reason why I shouldn't be able to keep 'em coming at a fast enough pace to make it! Best regards to a great home office crowd."

J. MILTON WIGLEY SAYS—

"The oranges have never been better. I hope not to miss the quota again and in fact I don't think my folks at home will ever let me fail after this year. Best wishes."

J. B. KASPER SAYS—

"We received the crate of 'Gold' in excellent condition. The fruit is as fine as we ever ate. Thanks to you Mac, Jim, Mr. E. J. Barklow and the rest of the G-B family for having made it possible for us to obtain such a wonderful box of fruit."

E. E. CALLAWAY SAYS—

"Thanks a million for the fine box of Florida Gold. The grapefruit and oranges really appreciated by all of us."

A. McWILLIAMS SAYS—

"When I arrived tonight I found the box of Gold awaiting me and we had another Xmas at my house opening the box, and every one was thrilled including 'Madame Queen' or Mary Florence, and she will now have some orange juice fresh from Florida. Every one joins me in saying thanks a million for the opportunity for the old man to win it. Also give my thanks to King Gerlach for some choice fruit."

W. A. SCHEAFER SAYS—

"Many thanks for the Oranges, they arrived on Monday and they sure are a fine lot. It sure is a pleasure to look forward to the time that they arrive and a lot more pleasure to eat them. I wish that I had a case of them every month."

JOE HENDERSON SAYS—

"My entire family join me in thanking you for this delicious box of oranges. We have all enjoyed them so much—fruit like this is really rare and a grand treat. Thanks a million from the Henderson's."

BERT STIFF SAYS—

"The FLORIDA SUNSHINE received in perfect condition, and as always before I want to Thank everyone for making it possible for my family to enjoy this treat. Worth working for, a Million times YES. Have been one of those privileged to share in this so long that the family would make me leave home if I failed to win the fruit."

F. M. STEVENSON SAYS—

"It sure was a very pleasant surprise when I arrived home tonight to find that delicious box of fruit looking right at me through the kitchen door. It didn't take Mrs. Stevenson and me long to get it open and sample both the oranges and grapefruit, and boy did they taste good. We both join in sending our thanks to a wonderful company, and now if I can just win that fishing trip I will feel fine."

EARL PHILLIPS SAYS—

"During my absence this week the box of wonderful Florida citrus fruits arrived. It certainly is a most welcome present. I want to thank you and the Gerlach-Barklow Company for making it possible for me to win. I had a grapefruit for breakfast this morning and it was most delicious and palatable. I hope that I will be able to share in this tradition in years to come."

E. B. SIERER SAYS—

"The Express Company delivered a box of Florida Nuggets to our house, and Oh boy! were we happy when we started in on those delicious Florida Oranges, so right here I want to say that this Box contained the best Tree Ripened Fruit the Sierer Family have ever tasted, ———————— (reference to California deleted by censor). So now boys and girls let me thank you one and all for the wonderful box of fruit from the whole Sierer Family. Thanks a million. I'll be seein' you at Trude Lake."

YOU'RE NOT SELLING FANS — YOU'RE SELLING CIRCULATION

Gerlach-Barklow salesmen are never slow to grasp opportunity and that probably accounts for the fact that right now you're making record sales of fans—which is as it should be.

Never in all our years of successful service to successful business enterprise have we been able to offer such a comprehensive line of fine fans at such ridiculously low prices.

When you follow the Church Distribution plan, you don't just sell fans—you sell advertising circulation among the very best people of the community.

Here, briefly, is your best sales presentation for fan sales.

Let us suppose that you are contacting a prospect to whom you have presented request cards from three or four churches in the prospect's community, totaling say 1000 fans.

> "Mr. Laundry Owner, I have signed requests from churches in your immediate community, asking for a total quantity of 1000 fans. Let us presume that this summer there will be at least twelve warm Sundays upon which the church people will appreciate the comfort of fans. That means that these fans, bearing your advertisement will be handled and seen by a total of twelve thousand people during the summer.
>
> I am able to offer you this choice circulation for the small investment of $24 (Based on price of Fan Specials).
>
> Have you ever heard of any other advertising medium reaching the best families in your community that could be bought for even ten times this amount? True, some fans will be carried home and some will be destroyed by thoughtless persons, but experience shows that at the end of the summer, half of the fans are still servicable."

If you're going to send out letters and return cards to the clergy in your territory, permit us to suggest that you get busy. Fans are bought NOW—not after hot weather arrives.

WITHDRAW

LAST EDITION ROLLS

R2—29x42⅝—Family of Champions
R6½—14x29½—Freedom For All
R9—14x28—As Others See Us

IT'S THE FRIENDS WE MAKE WHO MAKE US

THE JACK SAUNDERS COAL CO.

DETROIT, MICH.

1941			APRIL			1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
-	-	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	-	-	-

FIGURED FROM THE STAND-POINT OF ACTUAL RESULTS, THERE IS NO ATTRIBUTE OF A GOOD ADVERTISEMENT WHICH THE GERLACH-BARK-LOW ART CALENDAR, INDOOR BILLBOARD, HOUSE-ORGAN FOLDER, MAILING CARD, BLOT-TER, FAN OR BUSINESS GREET-ING OR BOOKLET DOES NOT AFFORD THE ADVERTISER AT A LOWER COST THAN ANY OTHER KNOWN FORM OF ADVERTISING.